

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior revisions, and listings, of claims in the application.

Listing of Claims:

1. (*Currently amended*) A computer-implemented method for controlling display of a keyword advertisement, comprising the steps of:

defining a plurality of advertisement locations for placement of advertisements in association with keywords, at least one of said advertisement locations including a plurality of unit display zones in association with a predetermined keyword;

receiving at least one bid data corresponding to a first unit display zone from at least one advertiser, said first unit display zone being one of the plurality of unit display zones associated with said predetermined keyword, each of said at least one bid data indicating a bid price;

determining a first winning bid based at least in part on a bid price wherein the determining the first winning bid is performed by ~~a server which includes a processor and a memory;~~

storing said bid data including the first winning bid in ~~[[the]]~~ a memory;

determining whether a first advertiser's right to display an advertisement on said first unit display zone is to be terminated, the first advertiser submitting the first winning bid;

upon determining that the first advertiser's right to display an advertisement on said first unit display zone is to be terminated, retrieving at least a portion of said stored bid data from the memory;

determining a second winning bid without soliciting new bids, based at least in part on a bid price, among said retrieved bid data for placement of an advertisement on said first unit display zone in association with search result list generated in response to a search query associated with said predetermined keyword, said retrieved bid data including previously entered bids for said first unit display zone;

transferring said right to display an advertisement on said first unit display zone from said first advertiser to a second advertiser which has submitted said second winning bid;

displaying an advertisement of the second advertiser on said first unit display zone; and

upon termination of the first advertiser's right to display an advertisement on said first unit display zone, performing a re-bid process for a second unit display zone wherein a winning bid for the second unit display zone is determined based at least in part on a bid price among previously stored bids for the second unit display zone including the first advertiser's bid if the first advertiser's bid was made for the second unit display zone as well as the first unit display zone.

2. *(Canceled)*

3. *(Previously Presented)* The method as claimed in claim 1, wherein, if said second advertiser has submitted a plurality of winning bids corresponding to a plurality of said unit display zones associated with said predetermined keyword, one unit display zone is assigned to said second advertiser in accordance with at least one predetermined display priority condition.

4. *(Previously Presented)* The method as claimed in claim 3, wherein the predetermined display priority condition is determined based at least in part on review of cost-per-click pricing model

5. *(Previously Presented)* The method as claimed in claim 1, wherein said bid data include payable fee per single click, and

the step of determining a second winning bid comprises the step of:

determining a second winning bid in accordance with said payable fee per single click.

6. *(Currently amended)* The method as claimed in claim 1, further comprising the step of ordering said stored bid data in accordance with payable fee per single click, said payable fee per single click being included in said bid data, wherein the step ~~[[g)]]~~ of determining a second winning bid determines said second winning bid in accordance with the order of said bid data.

7. *(Currently amended)* The method as claimed in claim 1, wherein ~~the predetermined transfer condition is associated with bid data corresponding to the first unit display zone, which has been newly submitted, and~~

the step ~~[[g]]~~ of determining a second winning bid comprises the steps of:
ordering said stored bid data;
re-ordering said stored bid data if new bid data has been submitted; and
determining a second winning bid ~~winning bid~~ in accordance with the order of said bid data.

8. *(Previously presented)* The method as claimed in claim 1, wherein the predetermined transfer condition is associated with an expiration of a predetermined contract for the search listing.

9. *(Canceled)*

10. *(Currently amended)* A computer-implemented method for controlling display of a keyword advertisement in association with a search results list, wherein the search results list is generated in response to a search query, comprising the steps of:

receiving a plurality of bids for a particular placement position of advertisement in association with a predetermined keyword, said each bid indicating a bid price and an advertisement;

determining a first winning bid based at least in part on a bid price wherein the determining the first winning bid is performed by ~~a server which includes~~ a processor;

storing said bids including the first winning bid in a memory;

determining whether a first advertiser's right to display an advertisement on said particular placement position is to be terminated, the first advertiser which submitting the first winning bid;

upon determining that the first advertiser's right to display an advertisement on said first unit display zone is to be terminated, selecting, based at least in part on review of bid price, a second winning bid without soliciting new bids among said stored bids for said particular placement position of advertisement in association with said predetermined keyword;

transferring said right to display an advertisement on said particular placement position in association with said predetermined keyword from said first advertiser to a second advertiser who has submitted said second winning bid; and

displaying an advertisement of the second advertiser on said particular placement position.

11. *(Canceled)*

12. *(Previously Presented)* The method as claimed in claim 10, wherein if said second advertiser wins bidding for more than one placement position of advertisement in association with said predetermined keyword, one placement position of advertisement in association with said predetermined keyword is assigned to said second advertiser in accordance with a predetermined condition, and wherein said predetermined condition is determined based at least in part on review of cost-per-click pricing model.

13-14. *(Canceled)*

15. *(Previously Presented)* The method as claimed in claim 3, wherein the predetermined display priority condition is determined based at least in part on review of selection by said second advertiser.

16. *(Previously Presented)* The method as claimed in claim 10, wherein if said second advertiser wins bidding for more than one placement position of advertisement in association with said predetermined keyword, only one placement position of advertisement in association with said predetermined keyword is assigned to said second advertiser in accordance with a predetermined condition, and wherein said predetermined condition is determined based at least in part on review of selection by said second advertiser.

17-20. *(Canceled)*

21. *(Currently amended)* One or more computer-readable [[storage]] media having stored thereon a computer program that, when executed by one or more processors, causes the one or more processors to perform acts including:

defining a plurality of advertisement locations for placement of advertisements in association with keywords, at least one of said advertisement locations including a plurality of unit display zones in association with a predetermined keyword;

receiving at least one bid data corresponding to a first unit display zone from at least one advertiser, said first unit display zone being one of the plurality of unit display zones associated with said predetermined keyword, each of said at least one bid data indicating a bid price;

determining a first winning bid based at least in part on a bid price;

storing said bid data including the first winning bid in a memory;

determining whether a predetermined transfer condition for right to display an advertisement on said first unit display zone is satisfied, the right to display an advertisement on said first unit display zone being owned by a first advertiser which has submitted the first winning bid;

upon determining that the predetermined transfer condition is satisfied, retrieving at least a portion of said stored bid data from the memory;

determining a second winning bid without soliciting new bids, based at least in part on a bid price, among said retrieved bid data for placement of an advertisement on said first unit display zone in association with search result list generated in response to a search query associated with said predetermined keyword, said retrieved bid data including previously entered bids for said first unit display zone;

transferring said right to display an advertisement on said first unit display zone from said first advertiser to a second advertiser which has submitted said second winning bid;

displaying an advertisement of the second advertiser on said first unit display zone; and

upon termination of the first advertiser's right to display an advertisement on said first unit display zone, performing a re-bid process for a second unit display zone wherein a winning bid for the second unit display zone is determined based at least in part on a bid price among previously stored bids for the second unit display zone including the first advertiser's bid if the first advertiser's bid was made for the second unit display zone as well as the first unit display zone.

22. (*Currently amended*) One or more computer-readable [[storage]] media having stored thereon a computer program that, when executed by one or more processors, causes the one or more processors to perform acts including:

receiving a plurality of bids for a particular placement position of advertisement in association with a predetermined keyword, said each bid indicating a bid price and an advertisement;

determining a first winning bid based at least in part on a bid price;

storing said bids including the first winning bid in a memory;

determining whether a first advertiser's right to display an advertisement on said particular placement position is to be terminated, the first advertiser which submitting the first winning bid;

upon determining that the first advertiser's right to display an advertisement on said first unit display zone is to be terminated, selecting, based at least in part on review of bid price, a second winning bid without soliciting new bids among said stored bids for said particular placement position of advertisement in association with said predetermined keyword;

transferring said right to display an advertisement on said particular placement position in association with said predetermined keyword from said first advertiser to a second advertiser who has submitted said second winning bid; and

displaying an advertisement of the second advertiser on said particular placement position.